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BC Stats

Infoline

Contact: bcstats.infoline@gov.bc.ca Issue: 10-28 July 16th, 2010

- **Exports on the rise for an eighth straight month, increasing 5.3% in May**
- **Shipments of goods manufactured in BC climb 2.1%**
- **156,700 students were registered at BC universities in 2008/09**

The Economy

- **BC commodity exports recorded their eighth straight month of growth in May (+4.0%, *seasonally adjusted*) as a 5.3% jump in shipments to markets other than the United States paired with a 2.6% climb in exports south of the border.** The main drivers of the growth to overseas markets were a 9.5% spike in exports of industrial products, and solid hikes in shipments of energy (+5.5%) and forest (+5.4%) products. The increase in exports to the US was mainly the result of a 7.5% boost in shipments of industrial products and continuing strength in exports of machinery & automotive products (+6.5%).

  Data Source: BC Stats

- **Canadian goods exports climbed 5.2% (*seasonally adjusted*), as all major commodity groups, except "other balance of payments adjustments" (-0.2%) saw increases.** Automotive (+20.8%) and agricultural & fishing (+6.0%) products recorded the strongest export growth in May. *Data Source: Statistics Canada*

- **Shipments of goods manufactured in BC climbed (+2.1%, *seasonally adjusted*) to $2.9 billion in May, partly offsetting the 3.2% decrease recorded in April.** Shipments of durable goods were on the rise (+2.5%) as sales by producers of computers & electronics (+25.3%), transportation equipment (+4.4%) and primary metal (+3.5%) products served to offset declines in the wood (-0.4%) and machinery (-2.3%) industries.

  Non-durable shipments also fared well, on the strength of sales by manufacturers of paper (+6.0%) products. Overall, shipments of non-durable goods rose 1.6%.

  Factory sales by Canadian manufacturers (+0.4%) were also slightly stronger in May than in the previous month. Sales increased for nine of 21 industries, but the transportation industry was the primary contributor to the overall growth. While BC led the country in increases, manufacturing sales were down in half the provinces, most notably in PEI (-7.7%). *Data Source: Statistics Canada*

- **New motor vehicle sales in BC revved up (+1.0%) in May, reversing the slight slowdown in April (-0.8%).** Vehicle sales in the province have been considerably lower in recent months, and May marked the first month of accelerated sales since October of last year.

  After stalling for three consecutive months, Canadian sales of new motor vehicles advanced slightly (+0.2%) in May, on the strength of increased activity in six provinces. Sales were most notably higher in Manitoba (+4.4%), while other provinces also recorded solid, but more moderate gains. Canadian consumers purchased more passenger vehicles from overseas (+1.3%), but put the brakes on purchases of North American cars (-3.9%). Increased sales of trucks, vans and busses (+1.8%) gave gas to overall sales of motor vehicles in May. *Data Source: Statistics Canada*

- **Investment in non-residential building construction in British Columbia slipped 6.1% (*seasonally adjusted*) in the second quarter.** Spending on commercial buildings plunged (-8.3%), but investment was also lower in the

Report 2010 Winter Olympic Host Cities

Did you know...

On average, Canadians barbecue outdoors twice a week (1.9 times a week) in the summer months. *Source: Ipsos Canada*

institutional (-3.3%) sector. Meanwhile, industrial construction activity inched up 0.8%. Spending on non-residential building construction in Abbotsford-Mission (-16.9%) was significantly lower than in the first quarter, but Vancouver (-9.6%), Victoria (-4.0%) and Kelowna (-0.7%) also saw declines.

Nationally, half of the provinces experienced increased non-residential building activity, and Canadian spending was up 1.2%.

Data Source: Statistics Canada

Education

- **Enrolment at British Columbia's universities increased by a third between 2007/08 and 2008/09, as five colleges in the province obtained university status.** In total, 156,741 students were registered at BC universities in the 2008/09 academic year, 33.3% more than in the previous year. The number of full-time students enrolled in the province's universities was 29.4% higher, reflecting a jump from 81,498 in 2007/08 to 105,492 in 2008/09. Part-time enrolment rose even more, with the province's institutions recording a 42.1% increase. *Data Source: Statistics Canada*

- **In 2008/09, 1,112,370 students were enrolled in Canadian universities, notably more (+3.7%) than in 2007/2008.** However, had there been no change in the number of universities surveyed between 2007/2008 and 2008/2009 (namely in BC), the growth in enrolment would have been a much more moderate 0.7%. Other than BC, increases ranged from a modest 0.4% in Quebec to 6.6% in PEI. Saskatchewan saw the most significant decline (-4.7%), but enrolment was also down in four other provinces. Full-time student enrolment rose 4.0% in Canada, with all but two provinces experiencing growth. There was a more moderate increase of 2.9% in part-time enrolment. Overall, enrolment of female students (+3.8%) was up slightly more than that of males (+3.6%) in 2008/09.

Data Source: Statistics Canada

- **The number of Canadian university students receiving bachelor's degrees slipped to 171,882 in 2008 (-2.4% from 2007).** At the same time, 36,423 students obtained a master's degree (+4.2% from 2007), and 5,421 (+8.2%) were awarded doctorates, the highest number recorded since 1992. Women accounted for 44% of these doctorates, up from 36% a decade earlier.

Social & behavioural sciences & law, along with business, management & public administration, were the two fields of study with the largest numbers of qualifications awarded. The largest increase in graduates occurred in business, management & public administration (+2.3%) and health, parks, recreation & fitness (+2.2%). *Data Source: Statistics Canada*

Television Broadcasting

- **Operating revenues from television broadcasting in Canada expanded 0.6% last year, reaching $6.5 billion.** Pay TV led the way in terms of growth, with revenues soaring 16.6% to exceed $695 million. Much of the recent expansion in this segment was due to the increasing popularity of pay-per-view television and video-on-demand. Meanwhile, private conventional television broadcasters (-7.7%) experienced the largest annual decrease in more than 30 years, but still ranked first in terms of revenue (just under $2.0 billion). Specialty television continued to grow rapidly (+3.3%), while public & non-commercial broadcasters (+1.9%) saw revenues increase more modestly.

In terms of profitability, specialty television is at the head of the pack, earning 27 cents of operating profit for every revenue dollar. The profit margin for the pay television segment was 12%, slightly lower than that earned in 2008. Conventional TV did not fare as well, posting a net loss of 6 cents per revenue dollar. *Data Source: Statistics Canada*

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2010 Winter Olympic Host Cities

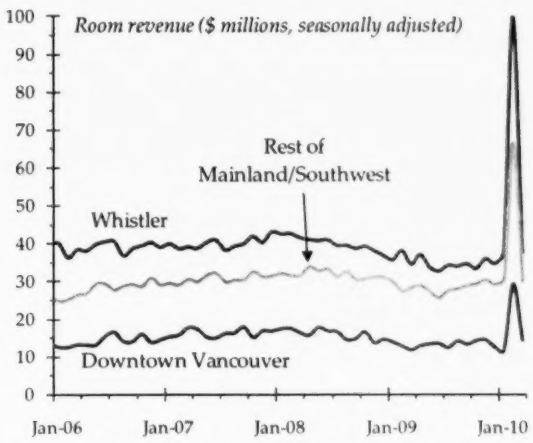
Introduction

The International Olympic Committee chose Vancouver/Whistler to be the host cities for the 2010 Winter Olympic Games in 2003[1]. We look back on some of the tourism statistics around February 2010 in these two cities.

Room revenues expanded with the influx of visitors

Room revenues more than doubled in Mainland/Southwest—the biggest share-holder of room revenue in BC—compared to the same time last year. This increase is particularly evident in downtown Vancouver and Whistler.

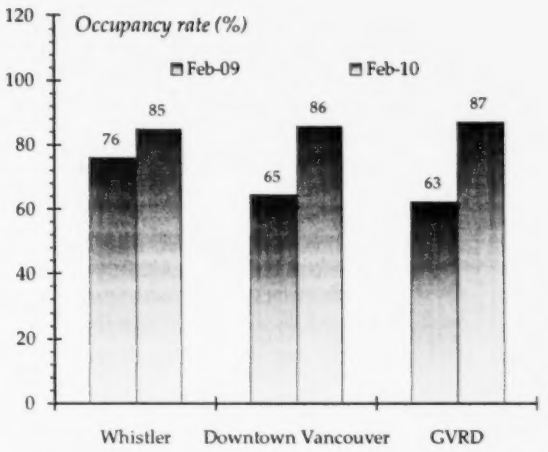
Room revenues at the Olympic venues were up significantly



Data Source: BC Stats

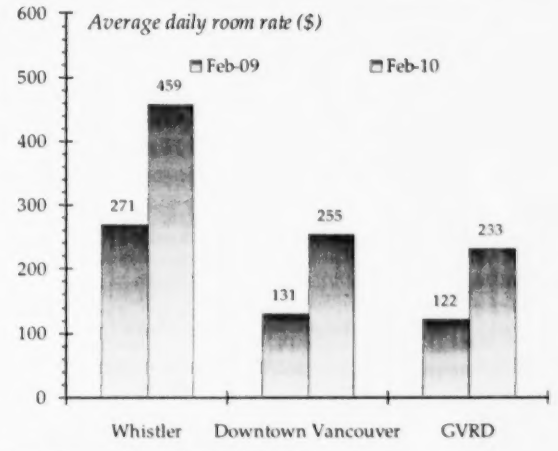
With a large influx of visitors, occupancy and average room rates in Vancouver and Whistler climbed. Even though occupancy rates in both these cities were above 85% in February 2010, it was the average daily room rate that reached new heights. Rates in Whistler were $459 per room, double the amount in February 2009. In downtown Vancouver, rooms brought in $255 per night.

Occupancy rates were all about 85% in Vancouver and Whistler



Data Source: Pannell Kerr Forster

Room rates were roughly double the normal value



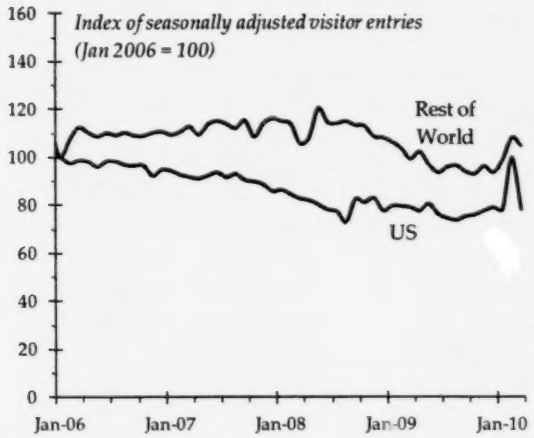
Data Source: Pannell Kerr Forster

[1] Vancouver won the bidding process to host the Olympics by a vote of the International Olympic Committee on July 2, 2003, at the 115th IOC Session held in Prague, Czech Republic.

Visitors flocked to the host cities

The number of visitors entering Canada via BC jumped 23% (seasonally adjusted) in February, as a result of American arrivals (+27.3%). Many also arrived from Europe (+38.2%), boosting overall entries from other international destinations. However, fewer Asians (-9.1%) crossed the border into Canada.

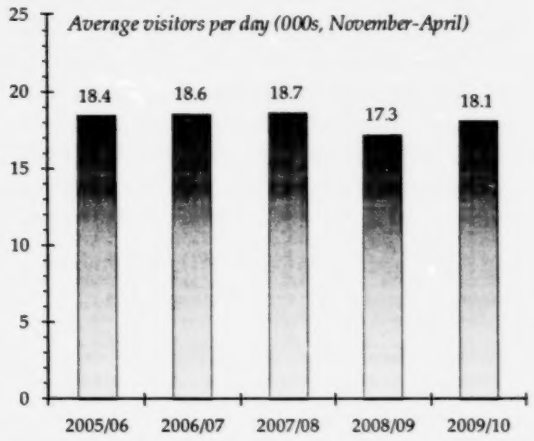
Both American and other International destination rose in February 2010



Data Source: Statistics Canada

Greater Vancouver had an estimated 22% more visitors during the Olympic month (compared to February 2009), averaging at just under 20,000 visitors per day[2]. This influx was felt in the downtown core where many of the Olympic-related activities were centred. However, compared to the Vancouver CMA resident population of 2.4 million people[3], this represented an increase of only about 1%.

On average, there are about 18,000 visitors per day to the Vancouver CMA



Data Source: Tourism Vancouver

The "average visitors per day" statistic is calculated based on the winter months (November-April), and estimated using a visitor volume model for the Greater Vancouver Regional District.

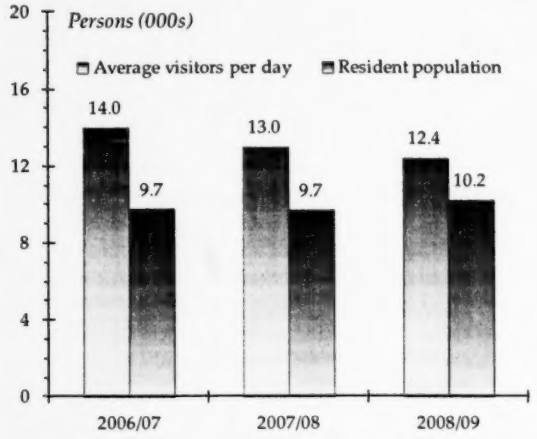
Whistler has a predominantly transient population, with less than half of the people being considered permanent residents[4]. Although there were no Olympic month statistics available at the time of publication, it is likely that Whistler experienced a noticeable boost in the number of visitors.

[2] Based on Tourism Vancouver's Visitor Volume Model.

[3] Data Source: BC Stats. The estimated population for Greater Vancouver regional district (also known as the Vancouver CMA) in 2010 is 2,354,286 people.

[4] Data Source: Tourism Whistler. At the time of publication there were no Olympic month statistics available.

There are usually more visitors than permanent residents in Whistler

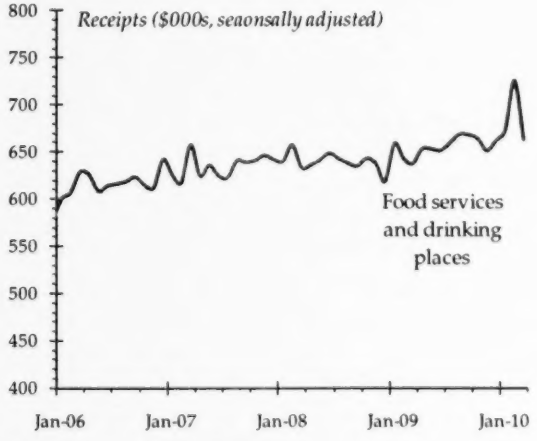


Data Source: Tourism Whistler (average visitors per day) & BC Stats (resident population)
The "average visitors per day" statistic is calculated based on the winter months (November-April).

Food services and drinking places delivered

While there are no statistics available for receipts at food services and drinking places specific to Vancouver and Whistler, the provincial data for February 2010 shows a significant spike in revenue (+7.8% seasonally adjusted).

Receipts at food services and drinking places soared in February



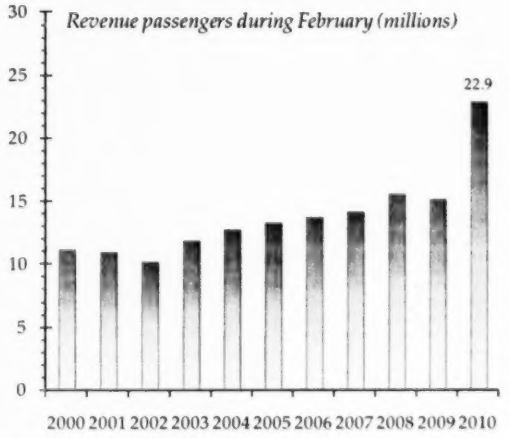
Data Source: Statistics Canada

Year-over-year comparisons show that special food services brought in 51% more revenue compared to February 2009, followed by full service restaurants (+13.2%).

Land transportation moved many people

During the 17-day Olympics (February 12-28, 2010), TransLink moved nearly 1.6 million riders a day around Vancouver, or a total of roughly 26 million people—figures typically experienced over six weeks of regular usage. Some of this increase is related to the travel requirements of visitors attending the Olympics. Also, local residents may have made greater use of public transit during this period when there were a number of road closures and traffic restrictions in downtown Vancouver.

The number of revenue passengers using TransLink increased 51% in February



Data Source: TransLink
Revenue passengers denote total one-way transit trips made on the transit system, excluding those transferring from other transit vehicles. The transit system includes SkyTrain (Expo, Millennium and Canada Lines), SeaBus and West Coast Express (regular buses).

The Canada Line, which opened in August 2009, handled more than 10,000 rides per hour during the Olympics, carrying around 15% of the total passenger transportation volume[5].

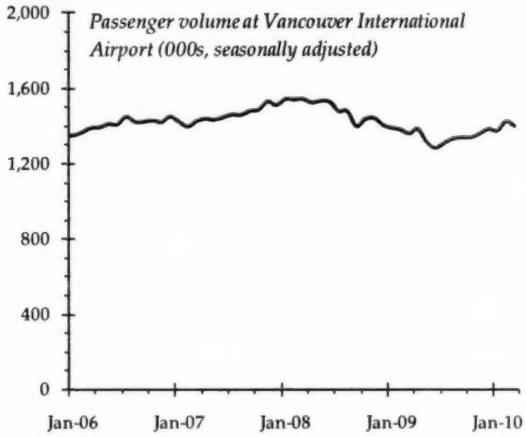
[5] Data Source: TransLink

February 2010 saw the Whistler and Sea-To-Sky communities support almost 400,000 commuters on the public transit system[6] almost all (97%) within Whistler itself.

Vancouver Airport had its busiest day

Vancouver International Airport experienced its most challenging day on March 1st, 2010, one day after the Olympic flame dimmed. Almost 40,000 passengers departed that day, breaking the previous daily record of roughly 26,000 in August 2008. Despite this record-breaking number of arrivals and departures immediately after the Olympics, monthly traffic through the airport was not unusually high. One reason for this could be that Olympic supporters and athletes arrived over a larger time period before February 12th, while departures slowed during the March weeks following the end of the Olympics.

Although Vancouver Airport was busy, travel volume during February and March 2010 was relatively normal

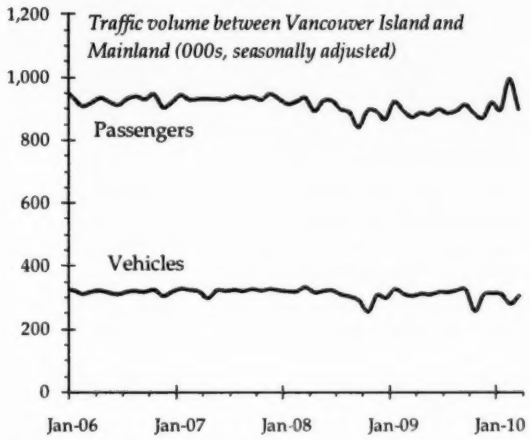


Data Source: Vancouver Airport Authority & BC Stats

Ferries move more foot passengers

Many visitors from Vancouver Island left their cars at home and crossed the waters rather than deal with parking and other traffic related issues. Foot passenger traffic onboard BC Ferries rose (+10.9%, seasonally adjusted) while vehicle traffic fell (-9.9%).

Foot passenger traffic on BC Ferries up in February



Data Source: BC Ferries & BC Stats

Online media presence was second to none

The online presence of the Vancouver 2010 Winter Olympic Games set a number of records. It is estimated that roughly 3.5 billion people globally tuned in to watch some Olympic events on television, including almost all Canadians (99%)[7]. During the 17 days of Olympic media coverage, each day averaged almost 3,000 hours of broadcasting across all media platforms around the world. Of this, over 350 hours per day were devoted to mobile platforms.

Hits on the official website for the 2010 Olympics also surpassed other Olympic records, marking this as a truly digital era of reporting and communication[8].

[6] Data Source: BC Transit

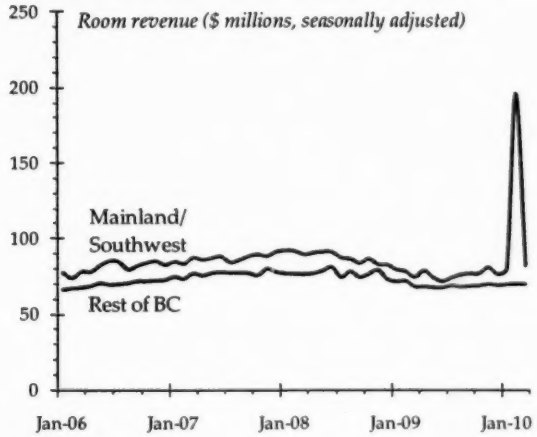
[7] Data Source: www.vancouver2010.com

[8] 275 million visits total to www.vancouver2010.com

What happened outside Lower Mainland?

Most tourist-related activities during the Vancouver 2010 Winter Olympic Games were centred around the Olympic arenas in Vancouver and Whistler itself. Other areas saw little or no increase in revenues during February.

Accommodation properties in Mainland/ Southwest got a boost from the 2010 Olympics



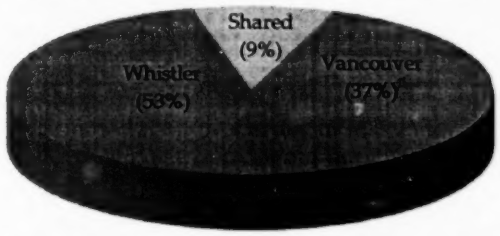
Data Source: BC Stats

Investment in Olympic legacies

Since the announcement of the 2010 Olympic host city, there has been a major economic investment in infrastructure upgrading, refurbishing and construction at both Lower Mainland destinations.

More than half of the venue and facilities budget was poured into Whistler

Share of construction budget allocated to venue location



Date Source: Vancouver Organizing Committee for the 2010 Olympic and Paralympic Winter Games (VANOC)

The Vancouver Olympics Organizing Committee (VANOC) budgeted an estimated $580 million – 36% of the total budget – to complete construction of new and renovation of existing hosting venues and facilities, both in Vancouver and Whistler.

Time will tell if such an investment in Olympic legacies, coupled with the extensive media coverage followed by billions of people globally will reap benefits to other parts of the province in the years ahead.

(previously 105 million visits during the Beijing 2008 Summer Olympics); A record of 9,185,306 unique visits on February 24th (formerly 8,797,614 on August 11th, 2008, during the Beijing 2008 Summer Olympics).

Infoline

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Email transmission information service from BC Stats

also on the Internet at www.bcstats.gov.bc.ca or choose RSS

BC at a glance . . .

POPULATION (thousands)	Apr 1/2010	% change on one year ago
BC	4,510.9	1.6
Canada	34,019.0	1.2
GDP and INCOME (Revised Nov 9)		
(BC - at market prices)	2008	% change on one year ago
Gross Domestic Product (GDP) *($ millions)*	197,931	3.3
GDP *($ 2002 millions)*	164,520	0.0
GDP *($ 2002 per Capita) (reflects revised pop)*	37,529	-1.7
Personal Disposable Income *($ 2002 per Capita)*	25,931	3.2
TRADE ($ millions, seasonally adjusted)		% change on prev. month
Manufacturing Shipments - May 2010	2,946	2.1
Merchandise Exports - May 2010	2,457	4.0
Retail Sales - Apr 2010	4,841	-0.7
CONSUMER PRICE INDEX	% change on	12-month avg
(all items - May 2010)	one year ago	% change
BC	0.6	-0.1
Vancouver	1.1	0.2
Victoria	0.2	-0.1
Canada	1.4	0.6
LABOUR FORCE (thousands)		% change on
(seasonally adjusted)	Jun 2010	prev. month
Labour Force - BC	2,493	0.6
Employed - BC	2,299	0.3
Unemployed - BC	194	4.1
		May 2010
Unemployment Rate - BC *(percent)*	7.8	7.5
Unemployment Rate - Canada *(percent)*	7.9	8.1
INTEREST RATES (percent)	Jul 14/2010	Jul 15/2009
Prime Business Rate	2.50	2.25
Conventional Mortgages - 1 year	3.50	3.75
- 5 year	5.79	5.85
US-CANADA EXCHANGE RATE	Jul 14/2010	Jul 15/2009
(avg. noon spot rate) Cdn $ per US $	1.0306	1.1194
(closing rate) US $ per Cdn $	0.9670	0.8974
AVERAGE WEEKLY WAGE RATE		% change on
(industrial aggregate - dollars)	Jun 2010	one year ago
BC	832.33	4.9
Canada	814.82	1.7

SOURCES:

Population, Gross Domestic Product, Trade, Prices, Labour Force, Wage Rate } Statistics Canada

Interest Rates, Exchange Rates: Bank of Canada Weekly Financial Statistics
For latest Weekly Financial Statistics see www.bankofcanada.ca

Regional Employment Projections

Updated projections of employment by industry and occupation are now available. The data offers regional detail for College Regions and Development Regions with estimates for 2009 and projections for 2014.

www.bcstats.gov.bc.ca/data/lss/repm.asp

2011 Census News

The 2011 Census will consist of the same eight questions that appeared on the 2006 Census short-form questionnaire. And that's it.

The information previously collected by the mandatory long-form census questionnaire will be collected as part of the new voluntary National Household Survey (NHS). The NHS questionnaire will include questions on language, immigration, Aboriginal peoples, mobility, ethnicity, education, labour, income and housing. It will exclude the question asking for consent to release personal census information to Library and Archives Canada after 92 years as this is only required by the census.

The NHS will be conducted within four weeks of the May 2011 Census. Approximately, 4.5 million households will receive the NHS questionnaire, up from the 2.9 million households that would have received the census mandatory long-form questionnaire. Following the 2006 Census release schedule, the first NHS data would be released in December 2012. Statistics Canada will try to follow this schedule. However, this is a new survey so there is some uncertainty as to the length of time required to certify the data prior to release.

If you have questions, please contact Rosemary Bender at rosemary.bender@statcan.gc.ca or Peter Morrison at peter.morrison@statcan.gc.ca.

http://www12.statcan.gc.ca/census-recensement/2011/ref/gazette-eng.cfm

Released this week by BC Stats

- Exports, May 2010

Next week

- Consumer Price Index, June 2010

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